GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:2432
ANSWERED ON:10.03.2000
EXPORT OF COFFEE
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) the profit earned through export of coffee during each of the last three years;

(b) whether the Government have formulated any policy to encourage the coffee industry;

(c) if so, the details thereof; and

(d) if not, the reasons therefor?

Answer

MINISTER OF COMMERCE & INDUSTRY (SHRI MURASOLI MARAN)

(a) During the years 1996-97, 1997-98 and 1998-99, the exports of coffee fetched foreign exchange equivalent to Rs. 1467 crores, Rs. 1708 crores and Rs. 1752 crores respectively.

(b)&(c) To boost the production of coffee, the Government of India through the Coffee Board operatesseveral Plan programmes and developmental activities aimed at intensive cultivation, replanting, quality improvement and water augmentation. Besides, the Coffee Board also provides necessary support in the form of (a) agricultural research, (b) extension, (c) arrangement of credit and finance and other necessary back up support like supply of seed coffee etc.

Further, for boosting export of coffee, the Coffee Board concentrates on targeted markets like USA, Japan,Russia and Middle East Countries, etc. The Board also participatesin select food fairs/exhibitions abroad, releases advertisements on unique features of Indian coffee in overseas trade journals, sponsors trade delegations/invites roasters` delegations from all target markets to India. To popularise Indian coffee they arrange service of Indian coffee abroad and distribute gift packets of Indian Coffee throughour embassies on special occasions and festivals and publish and distribute literature on Indian coffee.

(d) Does not arise.